



Departmental Quarterly Performance Report

Department Name: COMMUNICATIONS

Reporting Period:

2003-2004

1st QUARTER

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MAJOR PERFORMANCE INITIATIVES

ES2-1 Provide easily accessible information regarding County services and programs:

- Develop a Countywide communications plan to utilize County-owned and controlled resources to inform the community about County services, programs and events, issues and general information. We are currently developing the plan and anticipate completing it within the current fiscal year.
- Develop a Countywide Speakers Bureau. We are currently developing a plan to implement this effort.
- Publish a minimum of four countywide newspapers, "The County Citizen", annually. As of December 31, 2003, we have published one edition of the County Citizen.
- Produce and televise a minimum of four episodes of the program, "County Connection" annually. As of December 31, 2003, one episode was produced.
- Produce a minimum of 20 episodes of Miami-Dade NOW and Miami-Dade AHORA annually. As of December 31, 2003, we have produced six episodes of the program Miami-Dade Now and six episodes of the Spanish version, Miami-Dade AHORA.
- Produce and televise a minimum of 70 promotional spots annually. As of December 31, 2003, we have produced 32 promotional spots for 10 departments.

☐ Strategic Plan
☒ Business Plan
☐ Budgeted Priorities
☒ Customer Service
☐ ECC Project
☐ Workforce Dev.
☐ Audit Response
☐ Other _____
(Describe)

ES2-3 Promote a positive image of County government

- Place a minimum of 48 articles annually in the named publications annually. During the first quarter we have placed 16 articles in named publications.
- Place a minimum of \$1.1 million of ads via the Community Periodical Program annually. Through the end of the first quarter we have placed \$335,189 of ads via the Community Periodical Program.
- Place a minimum of \$300 K of ads with AM Radio Program annually. Through the end of the first quarter we have placed \$50,000 of ads through the AM Radio Program.
- Publish 12 columns or 12 photo captions annually in a minimum of 10% of participating publications annually. As of December 31, 2003, we published three photo captions and three columns in 20% of the participating publications.

☐ Strategic Plan
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(Describe)

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Department Name: Communications

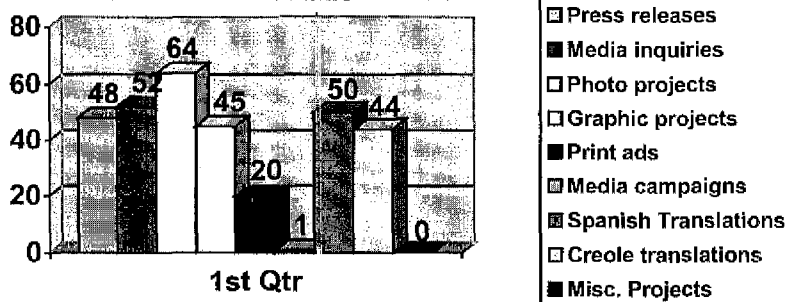
Reporting Period: October 1, 2003 – December 31, 2003

ES2-2 Provide responsive communications services (advertising, marketing, public relations, publications, etc.) for other County departments.

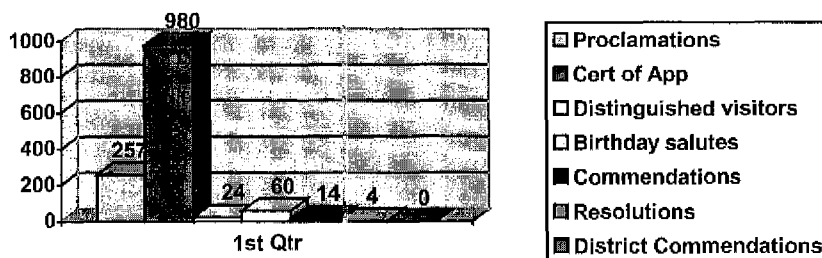
- The performance standards included within our business plan indicate we will measure client satisfaction via a survey. The referenced survey has not been developed yet. However, below please find the same performance measures used in FY 2003, for these services.
- It is anticipated survey results will be available during the second quarter of 2004.

☐ Strategic Plan
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☐ Other _____
 (Describe)

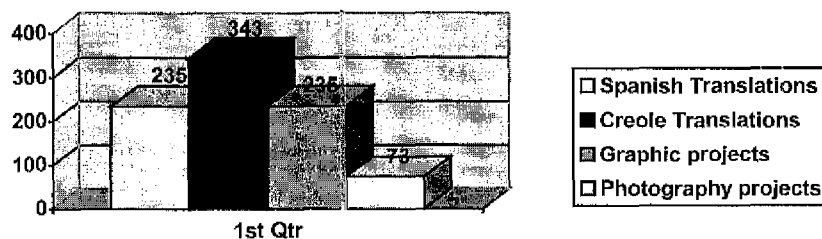
Services to Constitutional Officers



Protocol Services



Departmental Support Services



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<p>ES2-3 Develop and implement recognition systems beyond regular compensation.</p> <ul style="list-style-type: none">- We are currently developing the tool to collect the performance measure for this element of our business plan.- It is anticipated that this information will be available by the second quarter of 2004.	<p><input type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input checked="" type="checkbox"/> Customer Service <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> ECC Project <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)</p>
<p>County Mgr. Priority (Circle One): <i>People</i> <i>Service</i> <i>Technology</i> <i>Fiscal Responsibility</i></p> <p>Purchase Web faxing services to expedite dissemination of press releases and media advisories.</p> <ul style="list-style-type: none">- We anticipate completing this project within the current fiscal year.	<p><input type="checkbox"/> Strategic Plan <input type="checkbox"/> Business Plan <input checked="" type="checkbox"/> Budgeted Priorities <input checked="" type="checkbox"/> Customer Service <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> ECC Project <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe)</p>

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Personnel Summary

A. Filled/Vacancy Report

NUMBER OF FULL-TIME POSITIONS	Filled as of September 30 of Prior Year	Current Year Budget	Actual Number of Filled and Vacant positions at the end of each quarter							
			Quarter 1		Quarter 2		Quarter 3		Quarter 4	
			Filled	Vacant	Filled	Vacant	Filled	Vacant	Filled	Vacant
	58	59	59	1						

* Includes one overage position that was added during the 1st quarter, the Dial-A-Life Coordinator position. As a result of this change our authorized position count increased to 60 positions.

Notes:

B. Key Vacancies:

1st Quarter 2003 – The Communications Department maintained one (1) vacancy during this quarter, an Account Clerk position. We anticipate filling this position during the second quarter of fiscal year 2004.

C. Turnover Issues: None

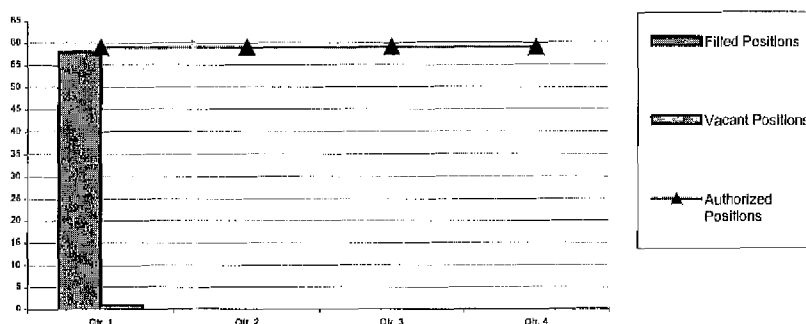
E. Skill/Hiring Issues: None

F. Part-time, Temporary and Seasonal Personnel

1st Quarter 2004 – The Communications Department has 13 filled part-time positions, the bulk of these positions are within the Miami-Dade Television Station. These positions are used to produce, provide on air talent and to augment staffing while providing production assistance during gavel-to-gavel coverage of the County Commission meetings. In addition to MDTV part-time positions, there are three other part-time positions in the department. One position supports the Advertising/Marketing section and the other two positions are part-time Translators who support the Translation section of the Communications Department. In addition to the above positions, there is one temporary position in the Administrative Section, an Accountant 1. This position was brought in to substitute while existing staff was assigned to the customer service initiative, however the incumbent subsequently left the department.

F. Other Issues: None

Personnel Chart of Authorized, Filled and Vacant Positions



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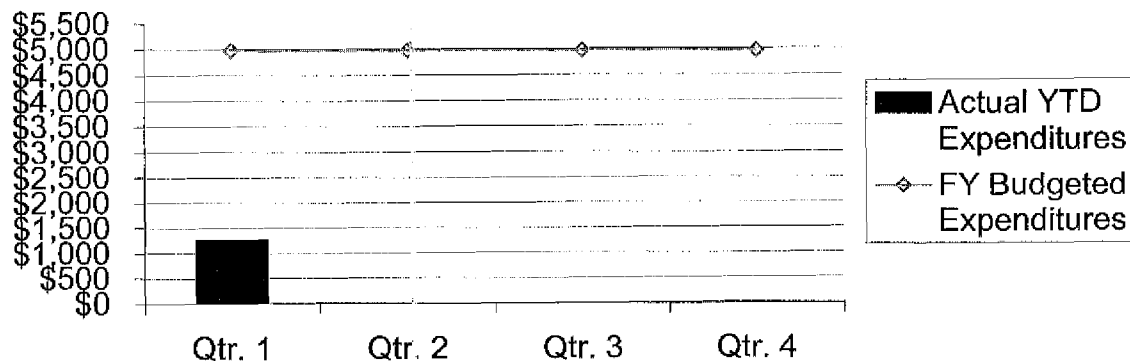
FINANCIAL SUMMARY

(All Dollars in Thousands)

	PRIOR YEAR ACTUAL	Total Annual Budget	CURRENT FISCAL YEAR					
			Quarter		Year-to-date			% of Annual Budget
			Budget	Actual	Budget	Actual	Variance	
Revenues								
General Fund	\$2,833	\$3,088	\$0	\$0	\$0	\$0	\$0	0.00%
Promo Spot Program	\$1,504	1,699	430	125	430	125	305	7.36%
Contrib. from Aviation	0	0	0	0	0	0	0	-
Contrib. from Seaport	136	136	0	0	0	0	40	0.00%
Tape Dubbing	35	42	20	12	20	12	8	28.57%
Video Prod. Services	0	2	0	0	0	0	10	0.00%
Total	\$4,508	\$4,965	\$450	\$137	\$450	\$137	\$1,143	2.76%
Expense*								
Personnel	\$3,814	\$4,205	1,060	\$1,203	\$1,060	\$1,203	(\$143)	28.61%
Operating	539	751	190	378	190	378	(188)	50.33%
Capital	(12)	9	10	0	10	0	10	-
Total	\$4,341	\$4,965	\$1,260	\$1,581	\$1,260	\$1,581	(\$321)	31.84%

* Expenditures may be reported by activity as contained in your budget or may be reported by category (personnel, operating and capital).

**FY Budgeted Expenditures v.s.
Actual YTD Expenditures**
(thousands of \$)



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STATEMENT OF PROJECTION AND OUTLOOK

Notes and Issues:

Our FY 2004 Operating Expenditures are expected to exceed Operating Revenue by \$209,000. The explanations below describe why the Communications department will exceed its operating revenue:

- Promotional Spot revenue will not be realized as anticipated due to reductions in contributions from the Miami-Dade Aviation Department (\$39,000) and Miami-Dade Transportation Department (\$85,000).
- Increased personnel cost as a result of an un-funded position, Dial-a-Life Coordinator. It is anticipated that this position could cost the department an additional \$85,000 if funding is not realized. As a part of the fiscal year 2004 operating budget, this position was to be transferred to the Department of Human Services, however at the time of this writing, this position remained a part of the Communications Department.
- Required attrition of \$128,000 will be made up during the remaining three quarters of fiscal year 2004. During the first quarter we had one vacant position, an Account Clerk position which we anticipate filling during the second quarter. We anticipate a Communication Photographer position becoming vacant during the second quarter of fiscal year 2004, which we will use to build up our required attrition.
- Operating expenditures include cost for print and radio advertising placed on behalf of various county departments. These departments will reimburse the Communications department for these expenditures.

The Department has a few other issues, which should be mentioned. These issues are stated below:

- The general fund allocation for the Community Periodical Program was reduced by \$470,000. Our advertising plan for 2003-04 was established based on the original allocation of \$900,00; however the allocation was changed to \$430,000.
- The general fund allocation for our quarterly publications was either reduced or eliminated. The funding for the County Citizen was reduced to \$15,000 and funding for the Employee Outlook was eliminated. It was our understanding that the expenses related to these publications (\$100,000 combined) was to be paid through a general fund index code. This was based on discussions with OSBM during our budget hearings and a subsequent follow-up meeting with the County Manager.

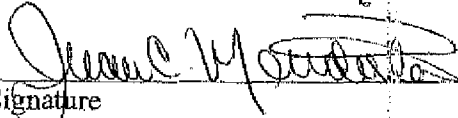
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DEPARTMENT DIRECTOR REVIEW

The Department Director has reviewed this report in its entirety and agrees with all information presented including the statement of projection and outlook.



Signature
Department Director

Date 1/30/04